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ABSTRACT

The purpose of the Communications Survival Kit is to serve as a guide for counselors to assist in planning, developing and implementing a public relations program for the guidance department at the local school level. The kit contains practical information in three categories. First is a rationale for a public relations (PR) program, what PR is and where to start. Second, strategies are offered for planning and identifying audiences, using media, and preparing a slide presentation. The third section consists of lists of resource people, a bibliography, and a list of ideas to highlight the guidance program in the school building, the school system and the community. (BN)

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COMMUNICATIONS SURVIVAL KIT

– to help counselors help more students more effectively –

by

Shirley Porter Williamson
and
Bill Braden

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TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC) AND USERS OF THE ERIC SYSTEM."

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October, 1974

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ADDITIONAL COPIES OF THIS KIT
may be ordered from Bill Braden,
Division of Guidance Services,
Kentucky Department of Education,
Frankfort, Kentucky 40601

Kit alone - $3.00/Kit and Slide Presentation $17.00

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..... Members of NSPRA and APGA from whom we have stolen, lifted and borrowed some great workable public relations ideas.

KPGA PUBLIC RELATIONS COMMITTEE

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Bruce Lott, Region II, ESEA Title III, Bowling Green
Peggy Spradlin, Mt. Sterling

PURPOSE OF THE COMMUNICATIONS SURVIVAL KIT

Telling the guidance story is a continuous and dynamic process that requires well informed counselors equipped with broad communication skills and a commitment to promoting positive and effective public relations. The Kentucky Division of Guidance Services and the Kentucky Personnel and Guidance Association are dedicated to the task of providing support resources to counselors committed to the concept of public relations for the guidance program.

The purpose of the Communications Survival Kit is to serve as a guide for Kentucky counselors to assist them in planning, developing and implementing a public relations program for the guidance department at the local school level.

The concern is national in scope according to an article in the May, 1974, ASCA Newsletter which said, "Public relations and communications are positive, continuous and integrated components of the total guidance program. For individual counselors this means doing a good job and letting others know about it. It is imperative that counselors be concerned about their public relations responsibilities in their work setting. No one but the individual counselor can change his image. Public relations is an essential ingredient in maintaining and moving forward in the professions."

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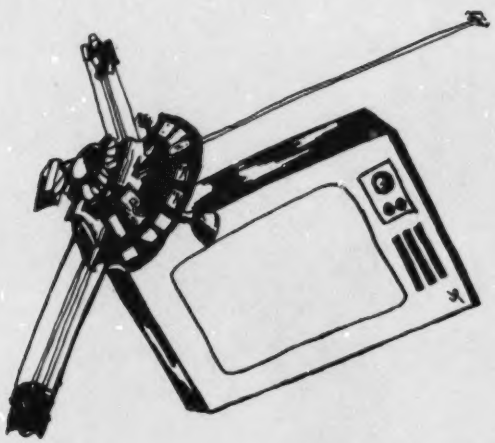
The Public Relations Of Guidance - The Whys & Wheres

WHY IS GUIDANCE PR NEEDED
WHY START NOW
WHAT IS PUBLIC RELATIONS
WHERE TO START



WHY IS IT NEEDED?

The best public relations is a job well done. However, to gain needed public support for the guidance program, the school counselors must communicate this fact. The overall goal of the guidance program is to be able to help more pupils more effectively. If public relations can help students by giving parents, teachers, administrators, school board members, and people in the community insight into the contributions of the guidance program, shouldn't it be used?

WHY START NOW?

Dr. Donald Bagin, professor of communications, Glassboro State College says, "With the financial pressure on schools, administrators and board members are looking at all aspects of the school program to see where cuts can be made. If guidance personnel fail to do a good job of letting people know what they are doing, they may not be doing it as the budget-cutting axe falls."

In a time when accountability is so very important, counselors must be in constant touch with the school staff and the community in reference to the counselor's job as it relates to the maximum development of students. Counselors must stimulate a better understanding of the role, objectives, accomplishments and needs of the guidance program.

WHAT IS PUBLIC RELATIONS?

Public relations is more than publicity. Publicity is a part of it, but public relations is two-way communication, a give and take exchange between counselors and those you serve and whose support you need. A common mistaken assumption is that what exists for you as counselors is interpreted in precisely the same way by everyone else. Actually, receivers tend to distort, ignore or avoid incoming messages that do not conform with their point of view.

Therefore, empathy is an essential ingredient of effective communication and public relations. Counselors must try to see the world through the intellectual and emotional windows of other people. In order to find out if you are relating the guidance program to others, you must have two-way communication. You must sharpen your listening skills and develop them to the fine point where you can really hear what the other person is saying and feeling without your constantly trying to counsel him. Not only is it necessary for you to listen, you must tell people what you heard them saying for truly effective communication. Or in the teenage vernacular "Find out where he's at."

Successful public relations is kindness, courtesy, getting involved, action rather than procrastination, common sense, compromise, determination, taking courage out of discouragement, enthusiasm, and caring for people showing through.

Strange, but isn't that also a definition for a successful counselor and a successful guidance program?

You have a direct line to the child and a direct line into the home. You can become the heartbeat of education. You are campaigning for children. For better counseling programs, you need public support, and for public support, you need good public relations programs.

WHERE DO YOU START?

The place where the guidance program is probably understood least is right in your own school system by teachers, janitors, cooks, principals, students and the central office staff. So, the place to start your communication program is in your own building.

Whose fault is it if staff members and students don't know what you do? It is your fault. All counselors in the school system are responsible -- collectively and separately -- for the guidance public relations program. If you do not have a planned, ongoing PR program working for you, then you have a negative, haphazard PR program working against you.

Face it. Many other staff members have the impression that counselors have a soft job, and they think you sit around all day working with one student at a time with no lesson plans to make and no papers to grade.

Communicating with staff members is a day by day, hour by hour job. You should talk with staff members every time you see them -- in the lounge, the hall, the cafeteria. In order to do this, naturally, you should not spend all your time in the guidance office. Come on, now, don't say you have too much to do in the office. Let a little of it wait, and schedule part of your time out of the office with the troops.

For good public relations with fellow staff members, a counselor must be visible and cheerfully willing to do his share, and more, of all the extra jobs teachers are called upon to do. You must let fellow teachers know you as a person and help them see the many skills you have to help them help students.

The Public Relations Of Guidance - Hows

GETTING STARTED
PLANNING
IDENTIFYING AUDIENCES
COMMUNICATING FACE TO FACE
PUBLISHING
PREPARING SLIDE PRESENTATIONS
WORKING WITH MASS MEDIA
GETTING FEEDBACK

HOW TO DO IT

PLANNING

All counselors in your school system should meet before school starts in the fall and develop broad goals and general plans for a year-long public relations program. If the school system has a person responsible for public information or public relations, invite him to attend the planning meeting. For a more effective planning committee, a principal and two teachers can be added.

Next, the counselors should meet with the superintendent and the principals to explain in broad terms what they want to do in public relations to communicate the guidance program. The superintendent and counselors should write a policy statement about the program.

After getting the superintendent's approval, the counselors should develop specific goals, measurable objectives, both product and process, look at their accomplishments and survey the needs of the guidance program to determine the type of effective public relations program that will tell the guidance story to all their publics.

You should write a plan for implementing your public relations ideas in your individual building. Determine what you are going to do, the audience to be reached, who will be in charge, the money needed, when the idea will be implemented, and extra help needed for each PR idea.

WHO SHOULD RECEIVE GUIDANCE INFORMATION?

One of the first steps in planning your guidance public relations program is to identify your publics. You have several publics, internal and external, who should receive guidance information. They include, but are not limited to, the following:

INTERNAL	EXTERNAL
students	parents
teachers	general public
non-certified personnel	merchants
administrators	service and civic organizations
school board members	business and industry

Specific public relations programs should be designed to communicate with each of the publics. A shotgun approach of designing one brochure, speech or news release to inform them all will not work.

One point to remember is if you have done your internal PR homework with the staff and students in your school, you are well on your way to a successful external PR program. A well-informed and involved staff and student body are vital to a successful external program. With proper care and feeding, every staff member and student is a potential goodwill ambassador for the guidance program.

FACE TO FACE COMMUNICATIONS ARE BEST

Of the total public relations program, face to face communications, both planned and unplanned, are best. When you can talk directly with students, teachers, parents and people in the community, and vice-versa, the communication is clearer and more meaningful.

Areas Of Face To Face Communication - Planned

general staff meetings
custodial, lunchroom and bus drivers meeting
building departmental meetings
PTA meetings
new teacher orientation meetings
local vocational school staff
school club and organization meetings
administrative meetings
school board meetings
community, civic and service meetings
church prayer meetings
local youth affiliated agencies

Ask these groups to let you tell about the school guidance program at one of their meetings. Make a brief speech, or show your slide presentation on the counseling program, and th[illegible] be prepared to answer their questions. A good place to start each year is making a presentation to your school board.

How Do You Greet New Students?

How do you welcome students who enroll during the school year? Are they merely given a schedule of classes and left on their own? This happens too often. Did you hear the one about the high school student who enrolled in a new school and had to report to the office every hour for a "late class admittance" slip because he didn't know where to go? When he got home that night, he hated school and announced that he wasn't going back. By contrast, how good his younger brother felt because his principal took time to chat with him, took him to the classroom, and introduced him to the teacher who assigned a buddy to stay with the new student throughout the day.

A buddy system, an easy task in the elementary school, is just as easy in a secondary school. The counselor can organize a team of students into "Visitor or New Student Aides." The counselor must briefly instruct the aides on how to assist visitors and new students, and then explain the program to the teachers whose cooperation is needed to make the program work. The program is simple. The student aide is given special permission to be five minutes late to his classes and to leave five minutes early each period in order to pick up and deliver the new student he is escorting for the day. So many good feelings can be generated with so little time if plans are made. Cost? Nothing. Public Relations effect? 100%.

And speaking of visitors. Are they greeted at your school by a sign dictating "ALL Visitors Must Report To The Office" which invokes uneasiness in even the most self-assured visitor? Put on your counseling PR role and convince the principal that a much better sign would read "Welcome to Our School -- Office this Way".

Face To Face Communications – Unplanned

The counselor is really on stage whenever he appears in the community: at a play, the supermarket, gas station or church. Everywhere the counselor goes he is asked questions about the school program. "Yes," you say, "but most of the questions are about curriculum, discipline and grading." True. For a truly effective guidance public relations program, you should know all about these areas and be ready to discuss them intelligently with anyone who asks. "That is too hard to do", you say? Whoever said counseling was supposed to be easy?

Hot Communication Tips That Work * * *

HOT TIPS

- Increase your personal contact by meeting audiences on their own turf - parents in group meetings in the homes, students in the gym or teachers in the lounge.
- Don't be afraid to ham it up a little - remember student birthdays, cheer the team at all ballgames, make a good-news bulletin board for the wall outside your office. No wall? Use the door. One school system, concerned about students feeling lost in the anonymity of a new school, had everybody, especially the staff, hang large color-coded name tags around their necks the first week.
- Become active members of your guidance, teacher and administrator associations at the local, state and national levels.
- Read the local paper. Every student or staff member who has his name in the paper for receiving recognition, winning an award or being elected to office in a local organization should receive a letter of congratulation from you.

An unknown writer developed Ten Commandments for Human Relations and Public Relations which are:

1. Speak to people - nothing is so nice as a cheerful word of greeting.
2. Smile at people - it takes 72 muscles to frown and only 14 to smile.
3. Call people by name.
4. Be friendly and helpful.
5. Be cordial - speak and act as if everything you do is a genuine pleasure.
6. Be genuinely interested in people.
7. Be generous with praise - cautious with criticism.
8. Be considerate of the feelings of others.
9. Be alert to give service.
10. Add to this a good sense of humor, a big dose of patience, and a dash of humility and you will be rewarded manyfold.

PUBLICATIONS

To print or not to print is a question each counselor has to answer for himself. In deciding whether or not to publish a guidance newsletter or brochure, several questions must be answered.

1. Who is the publication for?
2. Does the school or school system have a regular publication that goes to students or parents that you could use?
3. What printing capabilities are available to you?
4. How much money do you have to spend for printing?

The logical place to print guidance news is in the school newspaper. Most high schools and many elementary schools publish one. If your school does not have a newspaper, volunteer to help the staff start one. Every issue of your school newspaper should have an article about the guidance department.

Guidance Newsletter

When do you need a guidance newsletter? You need one if the school does not have a newspaper and is not interested in starting one, or if the school is very large, or over 1500 students.

The guidance department should not attempt to publish a full-blown printed newspaper, but should stick to simple newsletter foremat. Even though you keep it simple, it should be well done. The old purple ditto with 300 blurred, unreadable copies run from one master is worse than nothing.

A well written and designed mimeographed newsletter is an excellent vehicle to tell your guidance message. Dress up the newsletter with an attractive banner at the top. Design the banner with an interesting name, lettering and a sketch. For a nominal fee you can take several reams of paper to your local newspaper, printshop or vocational school shop, and they will print your banner for you. When you are ready to print an issue of Ye Olde Guidance Newsletter, use the preprinted banner paper for page one.

Keep It Short And Timely

One page printed front and back is long enough for one issue. Two pages are an absolute minimum. Publishing two short issues is better than publishing one long one which will not be read.

No one says you must print on a regular schedule. Publish an issue when you have enough relevant information to fill a page front and back. Information should be current. Do not publish a story or article that is old. Either use it currently or throw it away. Don't save news.

K[illegible]t Simple

You are writing for students and parents – not to impress your fellow educators with your graduate level writing ability. To communicate effectively, keep your writing clear and simple. Language is supposed to communicate. Language is used by some, unfortunately, to complicate. Some examples are:

THIS WILL DO	WHY USE THIS?
soon	in the near future
to	for the purpose of
now	at the present time
oppose	take a negative position
so	with the results that

Some excellent books to assist you with the technical aspects of writing are listed in the yellow pages of this kit.

First Aid For Writers

1. Plan
Know your readers, your purpose, your subject. Think, select, sift, sort, sell your facts.

2. Write
Convey your message clearly in short words and short sentences. Talk to your readers in personal words and personal sentences. Pack your writing with appeal: tie in with readers' interests.

3. Trim
Prune words and sentences. Cut away affixes and clauses. Delete deadwood. Trim everything but essentials. Plan, prepare, prune, polish.

4. Check
Is your writing easy for average readers with -- 17-19 words per sentence -- 150 - 155 syllables per 100 words – 7% personal words and 15% personal sentences per 100 sentences?

Word Saving Statements

26 words
The guidance department solicits recommendations that sutdents and teachers wish to make, and you may be assured that such recommendations will be given our careful consideration.

10 words
Please give us your suggestions. We shall consider them carefully.

58 words
We as counselors must recognize that unless we take a stand in an intelligent, competent and professional manner at this point to insure against the future, then guidance personnel services will continue to decline and the effective counseling of students that is now done in our country will become less and less important to more and more people.

10 words
Unless we do something now, fewer counselors will be hired.

Brochures

Schools need a brochure or flyer to explain the overall guidance program. Flyers may be needed to explain special components of the guidance department.

The type brochure you publish will depend on the money you have to spend. Whether printed or mimeographed, it should be top quality. One of the best ways to learn to design brochures is to study brochures published by other groups. Some are good and some are bad, but learn to recognize the good ones and copy them. Inexpensive brochures can be designed with imagination and creativity.

The most important thing is it should not look tacky. Unless you are deliberately using artwork from students in the primary grades, your art work should look professional. Do not use poor drawings from staff members or students. Grandma Moses was one of the few people who became famous for primitive art. On publications it doesn't look good.

Ask for help. Every community has people who know about layout design and artwork. Find them. Use them. Pay them a small fee rather than have them donate their work. If someone sketches something for you free, how can you not use it? If you are paying, it is a business deal, and you can ask him to redo the sketch until you are satisfied..

Hot Printing Tips * * *

HOT TIPS

1. Use bright colored paper and black ink instead of colored ink – cheaper and just as effective.
2. Design your brochure so it will fold and fit into a standard business envelope.
3. Don't try to say too much – a brochure is a brochure – not a short story or a manual.
4. Submit all material to your principal and superintendent for final approval before printing.

SLIDE PRESENTATIONS

Slide presentations are an excellent way to tell your guidance story to students, teachers, parents and people in the community. A slide presentation should not attempt to tell the whole story, but should give an overview of the program so people can ask questions afterward.

Too often professional photographers frighten school people into believing that we can't possibly prepare a good slide presentation. They talk of expensive cameras, lens and light meters and other mystical equipment. It isn't so. Even a novice picture taker can prepare a good slide presentation.

Preparing The Script

Write the script first. Knowing what pictures you want to take can save time and money. Keep the script simple, simpler, simplest. Viewers will be listening to the script rather than reading so write for the ear – not the eye.

Create a mood for your presentation. Set the mood with a few introductory slides and appropriate background music. The ending of the slide presentation should return to the same mood with some closing statements and the same music you used at the beginning.

A slide should appear on the screen 20 seconds or less, so the input for each slide must be brief. If you absolutely must say more than 20 seconds worth about a slide, show another view of the same scene.

Hot Tips On Making Slides

1. Buy an inexpensive film cartridge camera.
2. Use fast film such as Ektachrome. With fast film a picture can be made in classrooms without a flash.
3. Take four or five shots of each slide you want.
4. For under $100 your school system can buy equipment that will make slides of pages and pictures from books and magazines. This equipment is needed for title slides, graphs, and magazine pictures. Students, even second and third graders, can use it in the classroom to prepare slide presentations.

HOT TIPS

The best way to learn to make slides is to buy two rolls of film and learn by experience.

You should have a mixture of slides of kids and teachers, artwork, sketches and scenes from magazines. The variety makes a more interesting presentation. Keep use of graphs and pages an audience must read to a minimum. Such materials can be printed and handed out instead of showing it in a slide presentation. A slide presentation is really for overview and awareness, not memorization of facts. If you want to present lots of charts and graphs, use an overhead projector.

Putting The Audio With The Visual

Your script is written. Your slides are in the carrousel. You have selected your theme music and other background music. Play the theme music at the beginning and at the end of the presentation, and other music during the presentation. Background music should change every three minutes. One song played for 20 minutes is too monotonous.

Now you need a method for putting it all together so you can show it to your eager audiences.

1. The person showing the slides can explain each slide as he shows it. The disadvantages, or the authors' biases against this method are, (1) speakers tend to speak too long. Remember the 20-20 rule: 20 seconds per slide, and 20 minutes per slide presentation are absolute maximums; and (2) few people can read dramatically or effectively enough to create the mood you want for your presentation.

2. Contact your local radio or television announcer, and ask him to tape the script for you. He has the voice and the equipment to make your slide presentation go from good to excellent. Once he has made the master tape, make several copies of it and lock the original in the school safe.

Contact the person in charge of local productions at your local stations. Set up a meeting to discuss plans for a program during the school year. These people are highly skilled in their field, and they will tell you the format they use, and the type program they can do best for you.

Some radio stations will allow you to write or tape small segments on a cassette for them to use during public service time. These one minute or less spots should be of high quality and as lively as a commercial or they won't be used.

Two Examples Of Radio Public Service Announcements

Example 1: 30 seconds

First Child:	I want to be a fireman when I grow up!
Second Child:	I want to be a movie star!
Third Child:	I want to be a cowboy!
Announcer:	There aren't many openings in these fields. For a better idea of what job might suit you, see your local high school counselor – whether you are in school or out – any day from 8 till 3. He knows about things like forestry, communications and animal husbandry.

Example 2: 30 seconds

Parents, students and businessmen are encouraged to visit their local schools during the week of Nov. 11-17. It is National Career Guidance Week, and guidance counselors need the advice and help of members of the community. WDXR urges you to participate in the career guidance of the youth of this community.

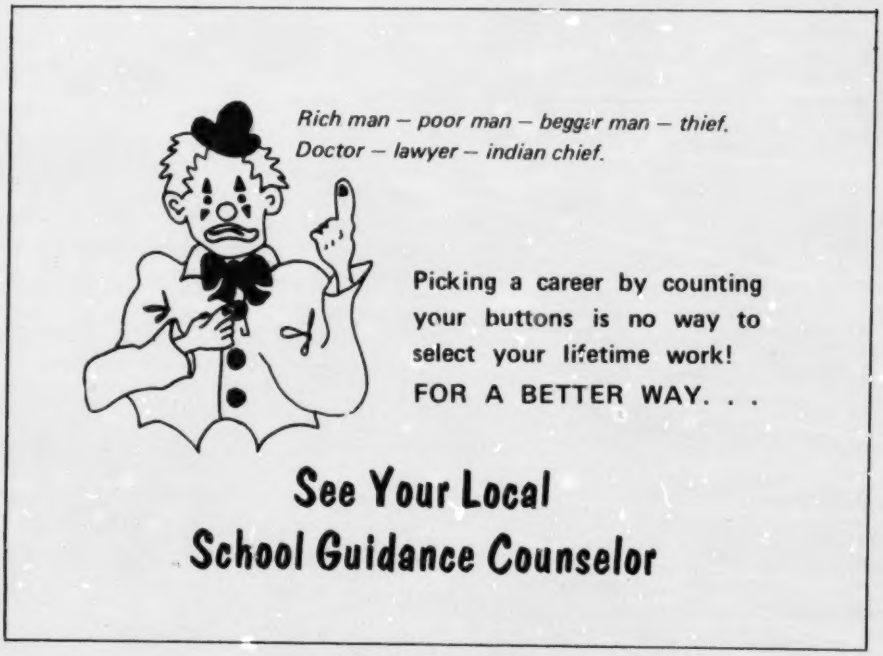
TV Art Cards And Slides

Preparing art cards for television public service announcements is easy, but a few simple guidelines must be followed.

The size must be a 4 to 3 ratio or 12 inches high and 16 inches wide. All lettering should be at least two inches from the top and three inches from the side. If you use a smaller card than 12 x 16, the same ratios apply. By using these dimensions, the TV camera can zoom in on the card and easily pick up a picture. Don't forget to make them lively and colorful.

Television stations will help you design a slide which can be used as a public service message. The slide is prepared much the same way as an art card. The quality must be comparable to commercially designed material in order to attract the attention and good feelings of the viewers.

Let the people at the television station advise you before you make an art card or a slide.


Rich man – poor man – beggar man – thief.
Doctor – lawyer – indian chief.
Picking a career by counting your buttons is no way to select your lifetime work!
FOR A BETTER WAY. . .
See Your Local
School Guidance Counselor

SAMPLE ART CARD

FOLLOWTHROUGH AND FEEDBACK

Public relations is two-way communication, and in order to find out if you are communicating, you must deliberately ask for feedback. Obtaining feedback is not a luxury but a necessity. You must go to your audience to find out if your public relations program is achieving its goals.

Three ways to stimulate feedback are:

1. Do a random sample questionnaire or opinionnaire of students, parents and teachers.
2. Write a "Give Your Opinion" column in one issue of the school newsletter or the newsletter to teachers.
3. Pass out a page of questions about the guidance program at a staff, PTA or community meeting.
4. Publish a mail-in "Give Your Opinion" in the local newspaper. Some counselors have done this, and it works! The responses may not be overwhelming but those readers who do answer are interested and have something to say.

Evaluation should not just ask for the negative things about your program or communication efforts, but should also ask what you are doing well.

Without feedback, public relations efforts are a shot in the dark. Just because counselors are sending information is no guarantee that students and parents are receiving.

After feedback, what? Evaluation and restructuring. Find out what parts of the public relations program are most effective and least effective. Can the least effective be restructured and improved, or should it be dropped and something else used?

The Public Relations Of Guidance - Help For Getting It Done

PEOPLE
PUBLICATIONS
POTPOURRI

- Paper
- Self Evaluation Guidance Inventory
- Plan for Implementing PR Ideas
- Suggested PR Calendar
- Working With Public Officials
- Go Tell It To The People - Brainstorming PR Ideas
- Go Tell It To The People - Brochure
- Happiness is Help from the Counselor - slide presentation

PEOPLE

Tell someone what you want to do, and he will probably help you do it. You don't have to invent the wheel in public relations. You aren't sitting there all alone. Lots of people are around to give you help. Look for them and ask.

Some free and inexpensive people helpers are:

1. The Division of Guidance Services, Kentucky Department of Education
2. Division of Publications, Kentucky Department of Education
3. National School Public Relations Association
   1801 N. Moore Street, Arlington, Virginia 22209
4. Kentucky Coordinator for NSPRA
5. Local newspaper editors
6. ASCA public relations committee members
7. KPGA public relations committee members
8. Communications Department Personnel – Colleges and Universities

PUBLICATIONS

Communication by Design by Kenneth J. Gelms. Gelms and Associates, 16844 Flanders Street, Granade Hills, California, 91344. This book was written to give the novice some practical information on good graphic design.

ERIC Abstracts on Public Relations in Education, American Associates of School Administrators, 801 N. Moore Street, Arlington, Virginia. 22209, 1969.

Putting Words and Pictures About Schools into Print. National School Public Relations Association, 1801 N. Moore Street, Arlington, Virginia. This book is designed for those who are responsible for printed materials produced in schools, school systems or educational organizations. Excellent Source.

School Communication Ideas that Work. by Don Bagin and Charles Harrison. McGraw-Hill Book Company, 1972. Excellent!

Say It Safely: Legal Limits in Publishing, Radio and Television by Paul Ashley. 4th Edition. University of Washington Press, Seattle, Washington, 1969.

The Techniques of Clear Writing by Robert Gunning. McGraw-Hill Book Company, 1952.

National Career Guidance Public Relations Kit. Published annually by National Vocational Guidance Association, 1607 New Hampshire Ave., N.W., Washington, D.C. 20009.

"Go Tell it To the People" – a brochure published by the Kentucky Department of Education Division of Guidance Services and The Kentucky Association for Counselor Education and Kentucky Personnel and Guidance Association. 1973. (sample enclosed in zip bag)

"Self Evaluation Inventory for a Local School Guidance Public Relations Program" by Shirley Porter Williamson. Unpublished instrument. Paducah Public Schools, Paducah, Kentucky. 1974. (see copy in yellow pages)

"A World of Wonderful, Workable, Practical and Purseable Public Relations Ideas to Help School Guidance Counselors." Booklet compiled by participants at the 1973 Kentucky Personnel and Guidance Association Conference. (see copy in yellow pages)

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POTPOURRI HELPS

Paper

If you are going to spend time and money to develop a brochure, you should put it on eye-catching quality paper other than your pastel mimeograph paper that is standard stock paper at schools.

Paper companies in your area will give you samples of paper on request. Contact your local or regional representatives for information. You can also contact the three following companies for samples and prices:

1. A.B. Dick Company - contact your local representative. Especially good: vellum paper
2. Cordage of Nashville, P.O. Box 1248, Nashville, Tenn. 37202. Write for sample books. Especially good: Hopper paper
3. Beckett Paper Company, Hamilton, Ohio. Write for the name of the distributor nearest you and sample books. Especially good: Beckett and Buckeye paper.

Printing

This kit is an example of materials a school system can publish with offset printing equipment. The following were used in printing the kit:

Typesetting:
IBM Composer using offset paper masters - 3000 series

Type Style:
Body - UN-11-M
Heads - UN-11-B

Paper:
Cover - green - Hopper paper from Cordage of Nashville - 80 lb. carrara text
avocado - Coat of Arms from A.B. Dick - 70 lb. vellum

Inside - white - Springhill from Athens Paper Co. - 70 lb. offset
colored - Bell & Howell - Dittocopy Mimeo - 20 lb.

Press:
A.B. Dick 360 Offset

SELF–EVALUATION INVENTORY
FOR A
LOCAL SCHOOL GUIDANCE PUBLIC RELATIONS PROGRAM

by Shirley Porter Williamson, Paducah Public Schools
Kentucky Coordinator, National School Public Relations Association

	Circle Your Answer	
1. Have you worked with the sponsor of your school newspaper and discussed regular coverage of guidance news? (No school newspaper? You must answer no.)	Yes	No
2. Do you know the person at your local newspaper/radio/TV station you should contact for a story?	Yes	No
3. Do you have an orientation program for incoming first, seventh or tenth graders?	Yes	No
4. Do you have an orientation program for new students? (ones who transfer in after school starts)	Yes	No
5. Have you developed a brochure to explain your guidance program to students and parents?	Yes	No
6. Do you attend the annual Kentucky Personnel and Guidance Association meeting? (or the annual meeting for elementary counselors)	Yes	No
7. Have you explained the guidance program at one school board meeting each year?	Yes	No
8. Have you attended a workshop, conference or taken an unrequired graduate course for your own personal growth during the past year? (other than # 6)	Yes	No
9. Do you have a minimum of three articles or feature stories about the guidance program in the local newspaper each year?	Yes	No
10. Do you have written plans or guides for a guidance public relations program for your school?	Yes	No
11. Do you have news from the guidance department in each issue of the school newspaper?	Yes	No
12. Do you give a minimum of three talks each year to local civic and service organizations?	Yes	No
13. Do you make a minimum of three explanations of guidance programs at school faculty meetings?	Yes	No
14. Do you make reports about the guidance program at at least one administrative staff meeting annually?	Yes	No
15. Do you talk to a minimum of four school clubs and organizations each year about the guidance program?	Yes	No

(over)

SCORING

Give yourself 1 point for each YES – Raw Score = _____

ADJUSTED SCORE

1. Give yourself 1 point for taking this inventory.
2. Give yourself 1 more point if you think public relations are important to your guidance program, and if you plan to implement a public relations program in your work next year.
3. Subtract 1 point if you are thinking "you don't have time to do all this stuff." (Time can be found if you really want to do it.)
4. Subtract 1 point if your excuse is "The principal/superintendent won't let me do this." (Have you asked – or presented a plan?)
5. Subtract 1 point if you think "I can't write a news or feature article." (How did you get your Master's Degree? Dial a term paper?)

Adjusted Score
Raw Score plus pluses and minus minuses = _____ MY SCORE

WILLIAMSON'S SCORE ANALYSIS

This self-evaluation inventory has no validity or reliability. It has not been piloted or field-tested. It is a learning aid to help you see where you are as a counselor in working with Public Relations.

15 points (or above) – SUPER!
Keep up the good public relations work.

10-15 – GOOD
Set your goals higher next year.

7-9 – MINIMUM EFFORT
Do you have a good guidance program? Who knows about it?

Below 7 – YOU NEED HELP!
Read and memorize the Communications Survival Kit published by the Kentucky Department of Guidance Services and KPGA.

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PLAN FOR IMPLEMENTING PUBLIC RELATIONS IDEAS

Idea	Audience	Who In Charge	Who Approve Or Contact	When	Budget	Extra Help Needed Who & What

COMMUNICATION CALENDAR
(a suggested sample to help counselors design their own)

Time	Action	Resource
Summer	Make overall PR plan Develop Slide Presentation Design Brochure Write Speeches Visit radio & TV stations and newspapers Develop student handbook Plan career guidance week	Communication Survival Kit Principal – other schools
Aug. - Sept.	Make presentations to internal publics Make Needs Assessment	Communication Survival Kit Division of Guidance Services Area guidance consultants - supervisors
Oct. - Nov. December	Develop Annual Plan Attend Regional & State Workshop Implement Career Guidance Week Program	Area guidance counselors - supervisors KPGA
Jan. - Feb. - March	Make presentations to External Publics Interim Evaluation – check to see if your PR plan is working	Communication Survival Kit
April - May - June	End of Year Evaluation Needs Assessment for next year Report to School Board RECYCLE	Area guidance consultants and supervisors Principals and superintendents

GOLDEN RULES
(For Those Who Work With Public Officials)

Here are some universal principles that apply across the board for every teacher and association member who works with legislators, Commissioners, city councilmen, and all other public officials:

Don't underestimate public officials. With very rare exceptions, they will be honest, intelligent, and will want to do the right thing. Your job is to inform them what you think is right.

Don't look down on government and politics. They may be faulty, but so is the teaching profession. A disdainful attitude is an expensive luxury these days. Whatever affects your business. . . education. . . is your business.

Be understanding. Put yourself in the public official's place. Try to understand his problems, his outlook, his aims. Then you are more likely to persuade him to do the same in understanding yours.

Be friendly. Don't contact public officials only when you want their help. Invite them to be guests at meetings. Take pains to keep in touch with them throughout the year -- every year.

Be reasonable. Recognize that there are legitimate differences of opinion. Never indulge in threats or recriminations. They are confessions of weakness.

Be thoughtful. Commend the right things public officials do. That's the way you like to be treated. Any public official will tell you that he gets dozens of letters asking him to do something, but very few thanking him for what he has done.

Don't blame public officials for "failing" to do what you wanted. The failure may be yours if you have not done a good job in preparing, presenting, and following through on your case. In any event, a good rule of thumb is: "Don't get mad--get even!" Every public official knows that you will have a chance to do just that on the next election day.

Avoid selfish requests for special favors and exemptions. If it becomes absolutely necessary to ask for them, state the reasons frankly and clearly.

Don't be a busybody. You don't like to be scolded, pestered, or preached to. Neither do public officials.

Be cooperative. If a public official makes a reasonable request, try to comply with it. Don't back away for fear that it's a "deal," or that you're "getting into politics."

Be realistic. Remember that controversial legislation and regulation usually result in compromise. It has always been so and it will always be so in a democracy.

Be practical. Recognize that each legislator has commitments and that a certain amount of vote-trading goes on in a legislature. So don't chastise a legislator who normally supports you if he happens to vote against one of your bills. This doesn't necessarily mean he has deserted your whole program. . Give him the benefit of the doubt; he will appreciate it and remember that you did. And remember that while some votes may be firmly committed, there will be many others that can be swayed on the basis of sound arguments, properly presented.

Be a good opponent. Fight issues--not persons. And be ready with alternatives or solutions as well as with criticism. This is constructive opposition.

Be informed. Never meet with public officials to advocate a position without first studying the facts and the arguments pro and con. The mere fact that you want a public official to adopt one position or another won't be enough to convince him. Do your homework.

Never break a promise. This is a cardinal rule of politics. If you tell a public official you'll do something in exchange for certain action by him, stick to the bargain.

Don't change horses in the middle of the stream. Never leave an official stranded out on a limb by changing your policy or position after he has publicly stated a position that you have urged him to take.

Learn to evaluate and weigh issues. Many bills which are tossed into the hopper "by request" are never intended to become law. So, don't criticize legislators for the bills which are introduced, and don't call out the Army until you're sure a bill is serious.

Don't participate in discussions about legislators being "bought" or "paid off". You have absolutely nothing to gain and everything to lose by doing so. Furthermore, chances are it will not be true.

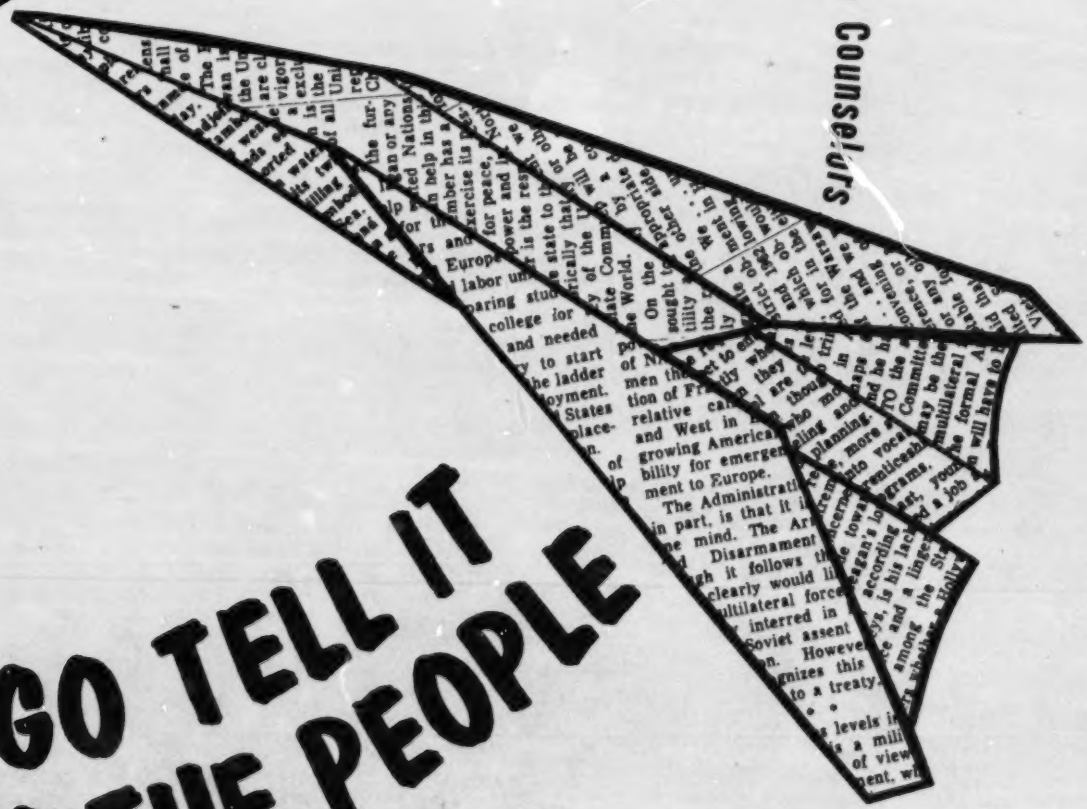
CONCLUSION

A sound, effective, continuing legislative program has its roots in organization, planning, cooperation, liaison, and just plain hard work. Such a program is possible, and when it succeeds, there is nothing so satisfactory for those who have done the work, or as good for the morale of the membership, as a solid legislative victory.

A sound program is also based on the deep conviction of every member of the team that his work is indispensable to the well-being of the association. Indeed, each member's work is indispensable to the public itself, for carrying out their responsibilities. Every public official wants, welcomes, and needs the good sound advice and assistance which sincere and well informed persons are able to provide.

Mary P. Allen
American Vocational Association
1510 H Street, N.W.
Washington, D.C. 20005
March, 1971

A World of Wonderful, Workable, Practical and Purseable Public Relations Ideas to Help School Guidance Counselors



GO TELL IT TO THE PEOPLE

PUBLIC RELATIONS IDEAS compiled by
participants at the

Fall Kentucky Personnel & Guidance Association Conference
Phoenix Hotel
Lexington, Kentucky
October 18, 1973

under the direction of
The KPGA Public Relations Committee

Dr. Tom Holcomb, Murray State University
Dr. Bill Braden, Division of Guidance Services
Jim Wilhelm, Paducah Tilghman High School
Bob Ruoff, Division of Guidance Services

Consultant
Shirley Porter Williamson, Dir. Pupil Personnel, Paducah Public Schools
Kentucky State Chairman, National School Public Relations Assn.

BRAINSTORMING IDEAS

Public Relations Ideas for Counselors to Use in the School Building

1. Get information to students on how to contact counselors.
2. Have articles in the school paper regularly.
3. Visit homerooms.
4. Visit each club and extracurricular activity. Volunteer to speak in classes and club meetings.
5. Be in teachers lounge at least once a day and speak positively.
6. Eat lunch with students.
7. Be available to students and teachers in the hallway during lunch.
8. Have a page or more on guidance program in student handbook.
9. Sponsor a school activity.
10. Attend all sports activities, school plays and musical programs and sit with students.
11. Substitute teach one day per month for an absent teacher in your building.
12. Work with teachers in planning curriculum.
13. Coffee-break with school secretary.
14. Have an ad for your services in the school newspaper.
15. Organize rap groups.
16. Read the local daily paper so you can tell teachers and students when you saw something about them or members of their families.
17. Meet with departmental groups.
18. Give special encouragement and information to new teachers.
19. Pay attention to substitute teachers.
20. At the beginning of the school year, give an account to teachers of your plans to assist them during the year.
21. Offer to act as a resource person for teachers.
22. Publicity to teachers of student achievements of all kinds.
23. Publish a guidance newsletter.
24. Composite of test results to give feedback to teachers about their students.
25. Get ideas from teachers as to how they can aid counselors.
26. Bring resource people into school.
27. Career day.
28. College day or night.
29. Counselor have some evening hours.
30. Extended hours for counselors.
31. Counselor program bulletin boards, Fresh! Snappy! Informative! and changed regularly.
32. Go out of the office to teachers.
33. Give immediate feedback to all co-workers.
34. Be active in local education association.
35. Be at school early.
36. Dress attractively.
37. Give information on guidance department at every faculty meeting.
38. Project concern for and relate to co-workers. Be human!
39. Be especially hospitable to visitors.
40. Utilize the grapevine.
41. Coordination of time with teachers, students and administrators.
42. Assembly to explain Counseling program. Use role playing, puppets, or one act play.

43. Form Guidance Committee composed of teachers from each department.
44. Don't over kill by counseling when it is not needed.
45. Parent night.
46. Visit all teachers on a regular basis.
47. Have student helpers in counselor office.
48. Advice column in school paper.
49. S M I L E
50. Organize a workable referral system.
51. Use advertising gimmick
52. Music helps! Like Muzak in the corridors or a tape player in your office.
53. Realize that teachers can counsel too.
54. Unit for development of positive self-image for students and teachers.
55. Radio program over P.A.
56. Career of the week display.

Public Relations Ideas for Counselors to Use in the School System

1. Make slide or filmstrip presentations to explain your program to other school.
2. Visit feeder schools to give orientation to your counseling program.
3. Conduct tours of your building for students from feeder schools.
4. Have lunch with staff members of other schools.
5. Attend functions of other schools
6. Seek support from administrative staff.
7. System-wide guidance and counseling newsletter.
8. Share guidance plans with Central Office Staff.
9. Meet with the school board to discuss counseling program, know your board members, and be sure they know you.
10. Regular meeting with all local counselors for closer communication among elementary, middle school, junior high and senior high counselors.
11. Be a part of the administrative team.
12. Be a part of the teaching team.
13. Have students explain program to other students – junior high to 6th grade and freshmen to 8th grade.
14. Emphasis on services of outside agencies.
15. Use the school system newsletter to staff members to tell the guidance story - regularly.
16. Get acquainted and work with the school system public relations coordinator.
17. System-wide counselor advisory committee.
18. Know the Title I coordinator.
19. Work with vocational schools.
20. Be a little less modest.
21. Participate in in-service meetings. Volunteer to be on program.
22. Innovative posters in halls of all buildings.
23. Kick-off breakfast at beginning of school to explain counseling goals and a pot-luck in May to discuss year's accomplishments.
24. Develop a guidance services handbook.
25. Counselor representatives at Central Office Staff Meetings.
26. Supply research and testing information to Central Office.
27. Serve as a resource person for elementary schools.
28. Work with Adult classes.
29. Poster contests on guidance.

30. Talk to superintendent at least twice a year about the guidance and counseling program.
31. Work with all new students to explain the services of the guidance department.
32. Have a lunchroom worker and board member on guidance committee.
33. L I S T E N.
34. Write your goals and objectives and communicate these to others.
35. At end of year send principal, supervisor and superintendent, and board members an evaluation of your program based on your objectives.
36. Socialize with all.
37. Don't be afraid to be wrong.
38. Make a positive report to staff members and administrators on the meetings you attend.
39. Be a facilitator to cause interaction.
40. Stagger hours and set up specific days you will be early/late.
41. Dress attractively.
42. Share happenings - speakers - materials.
43. Use every opportunity to compliment school system.
44. Keep informed on all school happenings.
45. Communicate with the total school family - that includes custodians, cooks, and bus drivers as well as teachers.
46. Keep busy at all times - Don't let others see you loaf.
47. Be a part of the entire school program.
48. Cooperate with employment office.
49. Meet regularly with alike groups like bus drivers, cooks, and janitors.

Public Relations Ideas for Counselors to Use in the Community

1. Radio and T.V. programs to spread the word within range.
2. Newspaper articles.
3. Drop leaflets from airplanes.
4. Be active in community affairs.
5. Never turn down an opportunity to explain program.
6. Get acquainted with parents.
7. Know the people who work in helping agencies in the community.
8. Put posters in business.
9. Promote guidance work in community - county fairs and malls.
10. Set up a continuous running slide presentation at a mall for two or three days.
11. Put item in local newspaper when counselors attend meetings.
12. T-Shirts for students with a pictoral message or slogan such as "See Your Counselor Today."
13. Bumper stickers promoting counseling.
14. Citizens committee to help evaluate guidance needs and accomplishments.
15. Let parents know you are there and get them informed.
16. Participate in community activities.
17. Volunteer to speak to all local service and civic clubs.
18. Develop a guidance brochure and ask the local groceries to put one in each grocery bag on Fridays and Saturdays.
19. Make home visits.
20. Cooperate with local organizations when students are wanted for projects.
21. Ask local paper for a weekly or monthly column or a series of articles on counseling.

22. Call and tell parents good news.
23. Invite civic groups to have a meeting at the school building. Take them on a tour or feed them lunch in the cafeteria and discuss the guidance program.
24. Set aside one evening a month for parents to come to the school to discuss their child with the counselor.
25. Conduct a community-wide drug abuse program.
26. Meet with the Ministerial Association.
27. Wear shoes in the community.
28. Announce absentees over radio. Parents can tune in to see if child went to school.
29. Volunteer to work with church groups to do group work and self-motivation activities.
30. Page in PTA handbook on counseling program.
31. Exchange of industrial and school personnel.
32. Develop a co-op program with Senior Citizens.
33. Skywriter.
34. Roadside signs like Burma Shave: "If your head is not on right, See your counselor tonight".
35. Neon sign — This Way To Counselor's Office.
36. Counselor business cards.
37. Never have an unlisted phone.
38. Sell the counselor program.
39. Know your Juvenile Judge and Juvenile Officers. Understand their program and how they can help you.

Script for Slide Presentation

HAPPINESS IS HELP FROM THE COUNSELOR

Suggested Audience

This slide presentation was designed to show students, teachers, parents and people in the community an overview of the guidance program. The slide presentation should be followed by a question and answer period to further explain the role of the counselor.

*** * *Tips on Showing Slide Presentation* * ***

1. Put slides in carousel tray 1-53
2. Put cassette tape in recorder
3. Follow the script and change slides between each number/sentence.

*** * *Adapting Script and Slides for Local Needs* * ***

This script was written so counselors can use it as a base and add slides and explanations of specific guidance programs on the local level if desired.

Stop after #46 and add your input on local programs. You may record a new tape or read the entire presentation.

Script for Slide Presentation

HAPPINESS IS HELP FROM THE COUNSELOR

by Shirley Williamson and Bill Braden

(Background Music)

1. DAISIES – (Happiness is finding a pencil, pizza with sausage, telling the time.)

2. FARM – (Happiness is learning to whistle, tying your shoes for the very first time.)

3. CHURCH – (Happiness is playing the drum in your own school band, and happiness is walking hand in hand.)

4. RAIL FENCE – (Happiness is two kinds of ice cream, knowing a secret, climbing a tree.)

5. SUNSET – (Happiness is five different crayons, catching a firefly, setting him free.)

6. GIRL FACE – (Happiness is being alone every now and then.)

7. HAPPINESS IS HELP FROM THE COUNSELOR. . .(and happiness is coming home again. Happiness is morning and evening, daytime and nighttime too.)

8. THE SCHOOL GUIDANCE STORY. (for happiness is anyone or anything at all that's loved by you.

– NOTE – 5 seconds of "Love Story" music before narration starts

– Narration Starts –

SCHOOL BUILDING

9. ALL COMMUNITIES HAVE SCHOOLS – BIG SCHOOLS, MIDDLE SIZE SCHOOLS AND SMALL SCHOOLS BUILT BY THE PEOPLE IN THE COMMUNITY AND SUPPORTED BY THEIR TAX DOLLARS.

MAMA & 2 KIDS

10. PARENTS ENTRUST THEIR CHILDREN TO THEIR SCHOOLS FROM KINDERGARTEN THROUGH HIGH SCHOOL TO LEARN READING, WRITING AND ARITHMETIC

KID & DUCK

11. AND SCIENCE AND ART AND MUSIC AND VOCATIONAL COURSES TO HELP THEM GROW AND LEARN AND BECOME HAPPY CONTRIBUTING MEMBERS OF OUR AMERICAN SOCIETY.

BROKEN BOY

12. BUT BEAUTIFUL PLANS DO NOT ALWAYS TURN OUT AS HAPPY AS WE ENVISION THEM WHEN WE TRANSFER THEORY INTO PRACTICE.

STRIPS OF PAPER

13. A SHOCKING DISCOVERY OF THE HARD WORKING PARENTS AND TEACHERS WAS MANY STUDENTS NEEDED HELP WITH ALL KINDS OF PROBLEMS AND MANY STUDENTS NEEDED HELP IN MAKING THE BEST USE OF THEIR ABILITIES.

SUPERINTENDENT & 2 WOMEN

14. A FEW YEARS AGO THE PEOPLE WHO RUN THE SCHOOLS DECIDED THEY NEEDED SOME SPECIAL PEOPLE IN THE SCHOOLS TO HELP MORE STUDENTS MORE EFFECTIVELY BECAUSE THERE IS MUCH MORE TO SCHOOL THAN READING, WRITING AND ARITHMETIC AND THE FOUR WALLS OF THE CLASSROOM.

COUNSELOR & BOY AT WORK

15. SO SCHOOLS ESTABLISHED GUIDANCE PROGRAMS AND HIRED GUIDANCE COUNSELORS.

COLLAGE OF FACES

16. WHAT IS A COUNSELOR? A COUNSELOR IS A MAN OR A WOMAN. A COUNSELOR IS A YOUNG PERSON, OR A NOT SO YOUNG PERSON. A COUNSELOR IS A FORMER ELEMENTARY TEACHER OR ENGLISH TEACHER OR SCIENCE OR MATH TEACHER.

BUTTERFLIES

17. THE ONE COMMONALITY ALL COUNSELORS HAVE IS SPECIAL EMPATHY AND UNDERSTANDING TO HELP OTHERS.

PEOPLE ON STEPS

18. WHO NEEDS A COUNSELOR? MOST EVERYONE AT SOME TIME OR ANOTHER.

KIDS IN HALL

19. STUDENTS NEED COUNSELORS TO HELP WITH SELF–UNDER–STANDING, CAREER PLANNING, JOB PLACEMENT AND IN CRISIS SITUATIONS.

TEACHER & BOY

20. TEACHERS NEED COUNSELORS TO HELP THEM BETTER UNDER–STAND AND WORK WITH STUDENTS AND PARENTS.

COUNSELOR & MOTHER

21. PARENTS NEED COUNSELORS TO HELP THEM BETTER UNDER–STAND THEIR OWN CHILDREN.

HANDS & CLOCK

22. HOW DOES A COUNSELOR WORK? LIKE A TEACHER OR A PREACHER OR A DOCTOR? NOT REALLY. LET'S LOOK AT SOME OF THE WAYS A COUNSELOR RELATES TO STUDENTS.

TESTING

23. COUNSELORS ASSIST ALL STUDENTS WITH SELF–UNDER–STANDING BY GIVING ACHIEVEMENT TESTS, INTELLIGENCE TESTS, SPECIAL INTEREST AND APTITUDE TESTS.

PRETTY GIRL

24. MEET LANA. LANA IS AN ABOVE AVERAGE STUDENT – ACTIVE IN SCHOOL CLUBS AND WELL–ADJUSTED, BUT SHE IS USING A SMALL PERCENTAGE OF HER POTENTIAL.

COUNSELOR & GROUP

25. IN SMALL GROUP COUNSELING, STUDENTS LIKE LANA FIND OUT WHAT THEY'VE GOT GOING FOR THEM, WHAT MAKES THEM TICK, AND WHAT TURNS THEM ON AND OFF.

GROUP

26. THEY LEARN TO RECOGNIZE THEIR STRENGTHS, THEIR PER–SONAL VALUE SYSTEM, WAYS TO SOLVE PROBLEMS AND THE IMPORTANCE OF GOAL SETTING.

GIRL & COUNSELOR

27. THE COUNSELOR KNOWS THAT WHEN A STUDENT IS IN TOUCH WITH HIMSELF, HE CAN ACCOMPLISH GREATER THINGS.

BLONDE BOY

28. MEET BILL. BILL HAS SO MANY FAMILY AND PERSONAL PROBLEMS. HE HAS GREAT DIFFICULTY IN COPING WITH SCHOOL AND LIFE. HE IS THINKING OF DROPPING OUT – OF BOTH.

BOY & COUNSELOR

29. BILL AND THE COUNSELOR SPEND MANY HOURS TALKING ONE–TO–ONE. THE COUNSELOR LISTENS, ENCOURAGES AND SUPPORTS. SHE IS HIS FRIEND AND ANCHOR. SOMETIMES SHE MAY REFER HIM TO OTHER COMMUNITY AGENCIES THAT CAN ALSO HELP HIM.

BOY BY CAR

30. THIS IS BOBBY – HE HAS A DRUG PROBLEM.

GIRL – HEAD IN HANDS

31. THIS IS GEORGIA. SHE IS PREGNANT AND UNMARRIED. SHOULD SHE DROP–OUT, GET MARRIED, OR GIVE HER BABY UP?

COUNSELOR & BOY

32. GARY MUST SUPPORT HIMSELF AND HE MUST HAVE A JOB TO STAY IN SCHOOL.

COUNSELOR & BOY IN RED JACKET

33. JACK DOESN'T KNOW WHAT CAREER HE WANTS TO GO INTO. IS COLLEGE FOR HIM OR SHOULD HE GO TO VOCATIONAL SCHOOL.

GROUP ON FLOOR

34. THE COUNSELOR WORKS WITH ALL THESE PEOPLE. SHE IS PATIENT, CARING AND UNDERSTANDING AND SKILLFULLY HELPS EACH STUDENT WORK THROUGH HIS OWN PROBLEM.

(10 seconds of music)

OLD MAN & CLOCK

35. SOME CYNICS SAY, "WE DIDN'T HAVE COUNSELORS WHEN I WENT TO SCHOOL, AND WE DON'T NEED THEM NOW. KIDS JUST NEED TO KNUCKLE DOWN AND GET TO WORK.

KIDS ON STEPS

36. SIR, WHEN YOU WENT TO SCHOOL, OVER 50% OF THE KIDS DROPPED OUT OF SCHOOL BEFORE THEY WERE GRADUATED FROM HIGH SCHOOL.

BLACK COUPLE

37. TODAY AND IN THE FUTURE A PERSON WITHOUT A HIGH SCHOOL DIPLOMA IS VIRTUALLY DENIED THE AMERICAN GOOD LIFE OF COMFORT AND HAPPINESS.

GIRL ON ROOF

38. THE CHILD OF TODAY CONFRONTS MANY CHOICES. HE IS SURROUNDED BY A BEWILDERING ARRAY OF ALTERNATIVES THAT PREVIOUS GENERATIONS NEVER FACED. THE COMPLEXITY OF THESE TIMES HAS MADE THE ACT OF CHOOSING MORE DIFFICULT.

PUZZLE PICTURE

39. AREAS OF CONFUSION INCLUDE POLITICS, RELIGION, LOVE, SEX, FAMILY, FRIENDS, DRUGS, MATERIALISM, RACE, WORK, AGING, DEATH, LEISURE TIME, SCHOOL AND HEALTH.

LAMP & SAMPLER

40. TRADITIONALLY THE CHURCH, SCHOOL AND PARENTS MORALIZED AND TOLD KIDS WHAT TO DO. TODAY'S KIDS DON'T SEEM TO BE BUYING WHAT MORALIZERS ARE SELLING ANYMORE. THEY'VE GOT TO DISCOVER FOR THEMSELVES.

KIDS ON FLOOR

41. COUNSELORS CAN HELP STUDENTS DISCOVER FOR THEMSELVES WITHOUT SO MUCH PAIN FOR THE STUDENT AND HIS PARENTS.

WORK COLLAGE

42. COUNSELORS CAN HELP STUDENTS WITH EDUCATIONAL OCCUPATIONAL DECISIONS. FIVE YEARS AGO HALF OF TODAYS 20,000 CAREERS DIDN'T EXIST AND 5 YEARS FROM NOW THERE WILL BE 10,000 MORE JOBS, WHILE ¼ OF THOSE EXISTING TODAY WILL BE OBSOLETE.

JAIL CELL

43. 7% OF OUR YOUTH IN THIS COUNTRY HAVE SEVERE DELINQUENCY PROBLEMS UNDER THE LAW. WE MUST PREVENT AND REHABILITATE THAT 7%. IT IS THE MORAL THING TO DO.

MONEY

44. IT IS ALSO A MATTER OF DOLLARS AND CENTS. IT COSTS $3,000 A YEAR TO KEEP HIS FAMILY ON WELFARE.

BOY & COUNSELOR

45. COUNSELORS CAN HELP THIS 7% BECOME PRODUCTIVE CITIZENS.

FOIL PEOPLE

46. THE DROPOUT RATE IN THIS COUNTRY IS STILL TOO HIGH. A SITUATION THAT LEADS TO UN ADULTS – UNEMPLOYMENT, UNDEREMPLOYMENT AND UNHAPPILY EMPLOYED. COUNSELORS CAN HELP THESE POTENTIAL DROPOUTS DIRECTLY AND THEY CAN ALSO HELP TEACHERS RELATE BETTER TO THESE STUDENTS.

KIDS ON JUNGLE GYM

47. WHERE CAN YOU FIND COUNSELORS? EVERYWHERE! WORKING WITH STUDENTS IN THE ELEMENTARY, MIDDLE, JUNIOR HIGH, HIGH SCHOOL AND VOCATIONAL SCHOOLS AND COLLEGES.

BOY READING

48. BUT THE SCHOOL COUNSELORS ALSO NEED YOUR HELP. DO YOU HAVE A FRIEND OR KNOW SOMEONE WHO NEEDS TO SEE THE COUNSELOR? TELL THEM ABOUT THE GUIDANCE PROGRAM AND THE HELP THAT IS AVAILABLE.

LINUS IN DOOR

49. COUNSELORS DON'T HAVE ALL THE ANSWERS, BUT THEY DO HAVE MANY WAYS TO HELP YOU OR YOUR FRIEND FIND ANSWERS

CHARLIE BROWN IN BED

50. KIDS AND PARENTS DON'T HAVE TO FACE UNCERTAINTY AND INDECISION ALL ALONE. THERE ARE FEW THOREAUS AND WALDON PONDS LEFT IN THE WORLD.

KIDS ON STEPS

51. PEOPLE NEED PEOPLE. HAPPINESS IS KNOWING COUNSELING PEOPLE ARE THERE TO HELP.

(Play out "Bridge Over Troubled Water Music" before changing to slide 52)

52. CLOSING CREDITS – (finding a pencil, pizza with sausage, telling the time. Happiness is learning to whistle, tying your shoes for the very first time.)

53. THE END – 10 SECONDS – (happiness is playing the drum in your own school band and happiness is walking hand in hand.)

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